

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date 2014 – Awareness and Publicity Campaign – Insertion of paid advertisement – Payment of Rs.17,01,400/- to M/s. Livewires Advertising Pvt. Ltd., Hyderabad towards the cost of Advertisement charges in all editions of Eenadu, Andhra Jyothi, Prajasakthi, Indian Express Namasthe Telangana in A.P. Editions and Times of India, Siasat, Munsif Daily & Hindi Milap News Paper in Hyderabad on 15-12-2013 – Sanctioned – Orders – issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 1092

Dated: 18-03-2014

Read the following:-

1. From G.A. (Elecs.E) Dept. Lr.No.3262/Elecs.E/A2/2013-3, dt:30-11-2013.
2. From M/s Livewires Advertising Pvt., Ltd., Hyderabad Invoice No.Prod-227, dt:01-12-2013.
3. G.O.Rt.No.730, Fin. (Expr.GAD-I) Dept., dt:12-03-2014.

ORDER:

In the letter 1st read above, M/s Livewires Advertising Private Limited, Hyderabad have been requested to insert paid advertisement in all editions of Eenadu, Andhra Jyothi, Prajasakthi, Indian Express, Namasthe Telangana in A.P. Editions and Times of India, Siasat, Munsif Daily & Hindi Milap News Paper in Hyderabad on 15-12-2013 regarding Awareness and Publicity Campaign for Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in all editions of Eenadu, Andhra Jyothi, Prajasakthi, Namasthe Telangana in A.P. Editions of Indian Express and Hyderabad Editions of Times of India, Siasat, Munsif Daily & Hindi Milap News Paper on 15-12-2013.

2. In the letter 2nd read above, M/s Livewires Advertising Private Limited, Hyderabad has submitted bill as per the approved rates of I & PR Dept., for an amount of Rs.17,01,400/- as advertisement charges for arranging payment.

(Contd..2...)

3. In view of the above, sanction is hereby accorded for payment of **Rs.17,01,400/-** (Rupees seventeen lakh one thousand and four hundred only) to M/s Livewires Advertising Private Limited, Hyderabad towards the cost for inserting advertisement in all editions of Eenadu, Andhra Jyothi, Prajasakthi, Namasthe Telangana in A.P. Editions of Indian Express and Hyderabad Editions of Times of India, Siasat, Munsif Daily & Hindi Milap News Paper on 15-12-2013 regarding Awareness and Publicity Campaign for Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date.

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 104 Charges for conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 3rd read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, and credit in favour of **“M/s Livewires Advertising Private Limited, Hyderabad” A/c No.62204300977, State Bank of Hyderabad, Old Bowenpally Branch, Secunderabad, IFSC Code:SBHY 0020812 & MICR No. 500004082, PAN No.AAACL2455K.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 3rd read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL,
CHIEF ELECTORAL OFFICER & E.O
PRL.SECRETARY TO GOVERNMENT

To

M/s Livewires Advertising Private Ltd.,

6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER